

# TAKE ACTION!



You have seen *The World According to Monsanto* and now it's time to take action. Good news! We offer several easy steps and effective turnkey programs designed to achieve the tipping point of consumer rejection of GM foods, which will force companies to eliminate them from the food supply. The key components are **education** about the dangers of GMOs (to motivate change) and clear **non-GMO brand choices**.

To get started please sign up online and download materials, or fill out the attached form below.

## 1. Join the Campaign for Healthier Eating in America

Become a member of the Campaign and be part of the Non-GMO tipping point. See Below.

## 2. Educate Yourself

Go to [www.responsibletechnology.org](http://www.responsibletechnology.org) to learn about the health risks of GMOs.

- Keep current on these issues with our free monthly e-newsletter *Spilling the Beans* (and pass it on).

## 3. Buy Non-GMO for yourself and your family

Our Non-GMO Shopping Guide will help you make healthier non-GMO choices.

## 4. Take Local Action-Involve Others

Tell friends and family members about the health risks of GMOs and how to avoid them. Share what you have learned with your community. Help create a buzz about the issue.

## 5. Distribute the Non-GMO Shopping Guide and GMO-Educational Materials everywhere

9 out of 10 Americans want GMOs labeled. 53% say they would avoid GMOs if they were labeled. Give people

what they want. Get the Non-GMO Shopping Guide out to everyone.

## 6. Use Existing Distribution Channels

We provide electronic versions of our Shopping Guide, as well as numerous articles and tips for you to freely use and distribute to others. Do you have a business, newsletter, blog, website or email list? Are you in a religious congregation? Do you sit on any boards? Are you involved with your local school? Use any or all of these channels to distribute the Non-GMO Shopping Guide, and other educational materials.

## 7. Get involved with an existing campaign

Healthcare professional Campaign: Practitioners can offer patient education materials e.g. GMO Health Risks Brochure, Non-GMO Shopping Guide. You can read and distribute information on the medical risks of GM foods through the book *Genetic Roulette*.

GM-Free School Campaign: Meet with parents and others to inspire schools to offer non-GM school meals. Use our *Hidden Dangers in Kids' Meals* DVD and our 50 page turnkey Campaign manual, which will make your work easy and effective.

## 8. Involve your local food store

Ask managers to carry Non-GMO products, install a Non-GMO Education Center, and to host a free public showing of *The World According to Monsanto*. They can obtain a Retailer Campaign Kit online.

## 9. Involve food manufacturers

Ask food manufacturers to switch to non-GMO brands. Let them know that a third-party verified Non-GMO

standard has now been developed, with details at [www.nonGMOproject.org](http://www.nonGMOproject.org). They can also get their products listed free on our Non-GMO Shopping Guide.

## 10. Educate Restaurants

Inspire restaurants to change by giving restaurant owners and employees GMO literature and asking them to switch to non-GMO products.

## 11. Hold a movie showing or house party to show *The World According to Monsanto*.

We have developed a comprehensive, downloadable kit with everything you need to publicize and show the movie, complete with press releases, sign up sheets, tips for how to facilitate a discussion, and much more. Just go to [www.responsibletechnology.org](http://www.responsibletechnology.org) and click on the Showing Guide link.

There are several other powerful movies available through the Institute for Responsible Technology for you to show, perhaps in a series, such as *The Future of Food*, *Hidden Dangers in Kids Meals* and more.

## 12. Form your own local group

Grassroots groups have popped up around the country. It just takes one or two individuals who form the nucleus. Movie showings can be a very effective tool in gathering the people in your community interested in this issue. Give them the information they need to become active and then work together in your community to eliminate GMOs. You can focus in the areas listed above or address other needs based on your interest, resources and local issues. Some local considerations: Are there experimental field trials or commercial crops being grown in your neighborhood?

Are your political representatives sympathetic? Are groups in your area already working on the GM issue, or might they be interested in taking this on? What about schools, physician groups, churches, chefs or organic restaurants? Who are the local opinion leaders you can reach out to?

### 13. Donate

Please consider supporting our work and inspire others to contribute.

#### Membership info:

##### General Member – FREE.

We will keep you informed through our monthly e-newsletter Spilling the Beans and educational materials on our website.

##### Contributing Member (\$25 per year)

You also receive a free copy of the GMO Trilogy as well as member discounts on items purchased through [www.SeedsofDeception.com](http://www.SeedsofDeception.com).

##### Supporting Member (\$100 per year)

You receive a free copy of the GMO Trilogy, Jeffrey M. Smith's international bestseller, *Seeds of Deception*, as well as member discounts on items purchased through [www.SeedsofDeception.com](http://www.SeedsofDeception.com).

##### Sustaining Member (\$1,000 per year)

You receive a FREE copy of the GMO Trilogy, *Seeds of Deception*, the critically-acclaimed documentary *The World According to Monsanto*, a personally inscribed hard cover copy of Jeffrey M. Smith's *Genetic Roulette* as well as member discounts on items purchased through [www.SeedsofDeception.com](http://www.SeedsofDeception.com).

##### Campaign Partner (\$2,500 per year)

You receive our beautiful GMO "library-in-a-box" containing acclaimed videos and books including a personally inscribed hard cover copy of Jeffrey M.

Smith's *Genetic Roulette*, as well as member discounts on items purchased through [www.SeedsofDeception.com](http://www.SeedsofDeception.com).

##### Campaign Champion (\$10,000 per year)

You receive recognition on our website, a custom gift, as well as our beautiful GMO "library-in-a-box," containing acclaimed videos and books including a personally inscribed hard cover copy of Jeffrey M. Smith's *Genetic Roulette*, as well as member discounts on items purchased through [www.SeedsofDeception.com](http://www.SeedsofDeception.com).

##### Other actions:

Go to [www.responsibletechnology.org](http://www.responsibletechnology.org) for more information, to find the materials mentioned above and to take steps to help prevent GM sugar from entering the market.

**Take Action! Join this historic movement!  
Go online and sign up for any of the following ways to help stop GMOs.**

[www.responsibletechnology.org](http://www.responsibletechnology.org)

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Name

\_\_\_\_\_  
Phon

\_\_\_\_\_  
Email

\_\_\_\_\_  
Address

\*If you do not use a computer please send or fax this sheet to us at:

P.O. Box 469  
Fairfield, IA 52556  
Tel: 641-209-1765  
Fax: 888-329-7000  
info@responsibletechnology.org  
www.responsibletechnology.org

- I would like to hold a movie showing (download guide)
- Put me on a local list serve with others interested in addressing the GM issue in my area
- Send me the Spilling the Beans monthly E-newsletter regularly
- I'd like to start a local group
- I can work with my local natural food store in spreading the work about GMOs.
- I want to participate in the GMO Free Schools Campaign
- I would like to help with fundraising
- I would like to donate to the Campaign (online or via mail to address below)
- Other: \_\_\_\_\_

Donations to IRT are tax-deductible  
The Institute is a 501 (c)(3) non-profit under  
The Coordinating Council.  
[www.responsibletechnology.org](http://www.responsibletechnology.org)